

## ABSTRACT OF THE DISCLOSURE

Systems and methods for implementing contact management and campaign management by users with respect to contact groups. A data interface module is provided which includes a scheduler module, an info sheet module, a database maintenance module, and a search module. The present invention also provides an address bundling module, hierarchical information structure, an advanced messaging module, a worksheet module, and action button module. The present invention further provides for campaign management strategies including a campaign editor for creating campaigns, a campaign wizard for executing campaigns, and a campaign manager for separating contact groups based on predetermined criteria in order to perform further contact management or campaign management actions.

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